

LONG-RANGE INTERPRETIVE PLAN

ISLE ROYALE NATIONAL PARK 2000



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**ISLE ROYALE
NATIONAL PARK**

MICHIGAN

2000

**PREPARED BY
DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE**

**Isle Royale National Park Staff
and Partners**

**Harpers Ferry Center
Interpretive Planning**

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INTRODUCTION

On this continent and in the world, Isle Royale is an almost unique repository of primitive conditions. Like a priceless antique, it will be even more valuable in times not far ahead.

-Durward Allen, Wolves of Minong, 1979.

Ever since the first human eyes strained to make out its outline against the mist, Isle Royale has defied permanent human habitation. American Indians crossed the waters to hunt, fish, and dig for copper. Other miners followed. Lumber companies came in search of timber. Fishing operations worked the bays. Resort developers built lodges and private cottages sprung up. One by one, Isle Royale turned back all these groups. Each dream of settling Isle Royale came up against hard realities: thin soils, a short growing season, hard rock, the stormy lake, and the sheer remoteness of this place. Some evidence of human endeavors on Isle Royale remains to tell stories of the past: four lighthouses, a cultural demonstration fishery, and mine shafts. Other evidence is moldering into the North Woods forest and soil: rusting mining implements, clay pipe pieces, and rotting planks.

The island is still a difficult place: difficult to get to with boat rides across the lake thrown off schedule by the weather; difficult to get around on with rugged and rock-strewn trails and portions of the island beyond the reach of trails. Isle Royale remains a roadless land of wild creatures, dense forests, refreshing lakes, and rugged scenic shores.

Ironically, the same remoteness and wildness that foiled attempts to subdue the island has become the island's main attraction in the 21st century. Isle Royale's isolation and superb wilderness opportunities attract visitors from all over the world. For some visitors, the island is the destination for annual backpacking trips, while for others, a trip to the island is a once-in-a-lifetime pilgrimage.

After centuries struggling to subdue and live on Isle Royale, humans now struggle to preserve the island. Exotic species skew the island's simple ecosystem, the impacts of human activities hundreds of miles away taint Isle Royale's water and air quality, and visitor and National Park Service activities themselves impact park resources.

Visitors will not love what they do not know, and will not appreciate what they do not understand. If visitors do not have the opportunity to understand and learn from Isle Royale's resources, the future of the island will be in jeopardy, compromising one of the fundamental missions of the park. This

INTRODUCTION

plan faces the challenge of fostering visitor understanding and providing opportunities for all to enjoy and appreciate the meaning of the park while protecting Isle Royale's wilderness character and rich variety of resources.

THE PLANNING PROCESS

This Long-Range Interpretive Plan (LRIP) recommends actions that should occur over the next eight to ten years. It describes visitor experience goals and recommends ways to achieve those goals through facilities, interpretive media, programs, and access to resources. It describes the park's primary interpretive themes and recommends ways to communicate those themes to park visitors and audiences. It will join a park-produced annual interpretive plan and an interpretive database to make up a comprehensive interpretive plan for Isle Royale National Park.

The goal of the interpretive planning process is not the creation of a plan. The ultimate goal is the development of a cost-effective, tightly focused, high quality park interpretive program that effectively addresses all audiences and achieves management goals.

Work on this LRIP began in late 1998 when park staff completed the park's new General Management Plan (GMP) and requested assistance in the development of an LRIP. In July of 1999, a team of media experts from Harpers Ferry Center, park partners, Isle Royale staff members, and other National Park Service employees spent a week conducting a media assessment at Isle Royale. In September of 1999, the Harpers Ferry Center Team Captain traveled to Isle Royale for a scoping trip, gathered information, and met with park staff. Park staff then selected the planning team to include members of park staff, park partners, and representatives from other National Park Service sites. This plan is the result of the media assessments produced in July and a four-day interpretive planning workshop that took place in Houghton, Michigan in November of 1999.

Barring legislative changes or major new research, the planning foundation expressed in this LRIP - purpose, significance, themes, and visitor experience goals - will remain constant over the life of this plan. Specific recommendations about media and programs may need to be updated as staffing, funding, technology, or resource conditions change. Further design documents may need to be developed to implement some of the goals and recommendations in this plan.

SITE BACKGROUND

It is the combination of gray rock and blue water, sparkling lakes and tumbling streams, sunlight and moonlight, storm and fog, the undergrowth and the carpet on the forest floor that make Isle Royale one of the most striking scenic wonderlands in the eastern half of this country.

- Ben East, Isle Royale conservation proponent

Isle Royale National Park, in the northwestern portion of Lake Superior, is a remote island archipelago consisting of one large island surrounded by about 400 smaller islands. The park extends 4.5 miles out into Lake Superior from the outer tip of the islands or to the international boundary. The park is 46 miles from Michigan's Keweenaw Peninsula, 22 miles from Grand Portage, Minnesota, and 32 miles from Thunder Bay, Ontario. The winter headquarters for the park is in Houghton, Michigan and summer headquarters is on Mott Island on Isle Royale.

Isle Royale is primarily a North Woods Wilderness and water based park. There is one lodge at the east end of the island. Visitors come to the island to hike, backpack, motorboat, canoe, kayak, scuba dive, fish, view wildlife, and photograph. The park is open from April 16 to October 31; it is closed the rest of the year due to extreme winter weather conditions, for protection of wildlife, and for the safety and protection of visitors.

The primary means of access to the park are via ferry and seaplane from Houghton, Michigan, and via ferry from Copper Harbor, Michigan and Grand Portage, Minnesota. Roughly a quarter of park visitors travel to the park in private boats.

Legislative Background

- The park was authorized by act of Congress on March 3, 1931, "established, dedicated, and set apart as a public park for the benefit and enjoyment of the people."
- October 20, 1976, 131,111 acres (98%) of the park was designated as wilderness subject to the Wilderness Act of 1964. Wilderness additions have since increased this to 131,880 acres (99%).
- On February 17, 1981, the park was designated as an International Biosphere Reserve under the United Nations' Man and the Biosphere Program for its unspoiled nature in the northern lake forest biome; recently the designation was modified to U.S. Biosphere Reserve.

PURPOSE AND SIGNIFICANCE

Purpose

The **purpose** of Isle Royale, based on legislation and as articulated in the park's General Management Plan, is to:

Planning focuses first on why a park was established and what conditions should exist there before delving into details about specific actions.

- preserve and protect the park's wilderness character for use and enjoyment by present and future generations.
- preserve and protect the park's cultural resources and natural resources and ecological processes.
- provide park-related educational and interpretive opportunities for the public.
- provide opportunities for scientific study of ecosystem components and processes, including human influences and use, and share findings with the public.

Significance

Isle Royale National Park is **significant** because:

- This maritime park encompasses a remote and primitive wilderness archipelago isolated by the size and power of Lake Superior.
- Isle Royale is world renowned for its long-term wolf/moose predator/prey study. The park offers outstanding possibilities for research in a remote, relatively simple ecosystem where overt human influences are limited.
- Park waters contain the most productive native fishery and genetically diverse trout populations in Lake Superior.

INTERPRETIVE THEMES

Wisdom is not a knowledge of many things, but the perception of the underlying unity of seemingly unrelated facts.

-John Burnet

Primary interpretive themes are those ideas or concepts that every visitor to a park should understand. They are the key ideas through which the park's nationally significant resource meanings are conveyed to the public. The themes help visitors connect physical, tangible resources to intangible or univer-

sal concepts. These themes were developed from emphasis statements in the General Management Plan.

These themes provide the foundation for interpretive programs and media at the park. The themes do not include everything we may wish to interpret, but rather the ideas that are critical to a visitor's understanding of the park's significance. All interpretive efforts should relate to one or more of the interpretive themes, and each theme should be addressed in the overall interpretive program. The park themes have been numbered for easy reference, but the numbering does not indicate any hierarchy of importance.

- 1. Isle Royale's isolation and habitat protects and maintains the biological diversity of the Lake Superior fishery, which provides a native gene pool for the lake's restoration.**

Isle Royale's extensive shoreline, many reefs, and wide range of water depths provide ideal habitat for a variety of native fish. Exotic species such as the sea lamprey threaten the Lake Superior fishery. Other human impacts also threaten the lake ecosystem.

- 2. Wolves' chance colonization of this protected area allowed scientists to better understand wolves' relationship to their prey, to humans, and the ecosystem, turning public opinion about this misunderstood predator.**

Moose arrived at Isle Royale around 1900, and wolves, traveling across ice, arrived around 1948. Since then, these two mammals have been involved in a 52-year predator-prey relationship. Begun in 1958, the widely publicized longest continually running predator-prey study in the world has been seeking to define the nuances in the ebb and flow of predator and prey populations.

3. **Isle Royale's physical isolation and primitive wilderness challenged human use for centuries; ironically, changing human values have converted isolation and wilderness into the island's main attraction.**

For centuries Isle Royale's physical challenges and distance from markets and trading partners hampered attempts to settle the island and utilize its resources. Forerunner of the wilderness ideal of today at Isle Royale, a genteel cottage-vacationer tradition especially appealing to Midwesterners took root in the late 1800s. In the 1890's, more and more people sought to relax, fish, and "take views" on Isle Royale as pride in American landscapes and scenery grew. Boat service became more regular, and several resorts and hotels opened. Today, Isle Royale's wilderness recreation attracts thousands of visitors each year.

4. **Isle Royale is a large island with unique geological features dominated by powerful Lake Superior; its relatively simple ecosystem is a living laboratory providing insight into evolution, relationships between species, and biodiversity.**

Isle Royale is unique in that there is limited outside influence on the behavior of animals and plants. The natural barrier of Lake Superior hinders most immigration and emigration of additional species; it is a classic study in island biogeography.

The island has fewer species than the mainland. This lean ecosystem where essentials are bared may be one of the world's finest living laboratories.

Lake Superior is the largest freshwater lake in the world when measured in surface area. It contains ten percent of the earth's freshwater supply... the weight of it against the land is enough to bend rock, and the breadth so huge that it responds to the distant pull of the moon with a three-inch tide. The lake is as large as an inland sea, so vast that its outline is visible from space.

Jeff Rennie, Isle Royale: Moods, Magic and Mystique

5. **Because overt impacts from centuries of use (logging, fishing, mining) have been curtailed, Isle Royale serves as a benchmark for worldwide indirect human impacts such as air pollution, global change, and exotic species.**

Indians started mining copper at Isle Royale by 2500 BC; this continued by Europeans into the 19th century. European fishermen used the island as early as 1800, and various fishing camps ensued on both a commercial and individual level. Tourism began in the 1890's and grew in the early 20th century with the development of several resorts and numerous summer homes. Logging occurred in the early 20th century. Today park

resources are protected, but present day research has discovered the presence of various pollutants on Isle Royale, some tied to distant areas.

- 6. Isle Royale is one of 380 National Park units and part of the National Wilderness Preservation System, which together protect and provide enjoyment of this nation's natural, cultural, and wilderness resources.**

Isle Royale's designation as a National Park and as federally protected wilderness has affected the landscape at Isle Royale and affects the management of the island's resources. Visitor activities and National Park Service management activities impact the island's resources; these impacts must be balanced with the protection of the island's resources.

VISITOR EXPERIENCE GOALS

Visitor experience goals describe what physical, intellectual, and emotional experiences should be available to visitors. These experiences, as appropriate to the park's management zones and wilderness areas, will be available to visitors of all abilities, including those with visual, auditory, mobility, or cognitive impairments.

"Visitor experience" is what visitors take from a park. It is everything that visitors do, sense, hear, feel, think, and learn. Interpretive planning describes desired experiences and recommends ways to facilitate those experiences.

Visitors to Isle Royale will have opportunities to:

- see or hear wildlife.
- personally experience a cultural site.
- feel the isolation that Lake Superior offers.
- physically challenge themselves, test their outdoor skills, and experience wilderness and solitude.
- obtain the information they need to plan their trip.
- have a safe trip and minimize their impact on the environment and other visitors.
- learn the stories embodied in the themes through a variety of media and programs.
- learn about the park even if they cannot physically visit it.
- realize they are in a National Park and speak with a representative of the agency.
- relax, spend time with family or friends away from distractions, and tune into the natural clock and rhythms of the island.
- make their own intellectual and emotional connections with the meanings and significance of the natural and cultural resources of the park.
- learn about and experience the park April 16 through October 31 onsite, and year-round through media, regardless of their age, background, or ability.
- feel a sense of arrival and ambiance at all park facilities.

VISITOR AND AUDIENCE PROFILES

For myself and others, the red path on Isle Royale is the threshold to the secluded wonder of the island, the last barrier into a roadless, almost timeless place, forever preserved in the stormy northwest corner of Lake Superior. Those are rare and valuable qualities in an age when our ability to lose ourselves in the woods is rapidly shrinking.

- Jim DuFresne

Isle Royale received approximately 17,000 visitors in 1999. Over 70% of that visitation occurred in the months of July and August. Visitation has been relatively stable over the last 10 years. Mainland visitor center totals, averaging 6,000, are not included in the island's visitation.

The Cooperative Park Studies Unit of the University of Minnesota conducted visitor surveys at Isle Royale in 1996 and 1997. The following generalizations are based on those surveys, on the GMP, and on staff observations.

Isle Royale visitors are well educated and have professional occupations. They tend to have more experience in backcountry settings, place a high value on wilderness attributes, and stay longer than visitors to other National Park Service sites do. The average stay is four nights, and the majority of visitors are repeat visitors. The most popular activities, as described by visitors, are viewing wildlife, backpacking, boating, fishing, day hiking, and photography. Most visitors desire restorative experience opportunities such as observing scenic beauty, being in a natural setting, observing and hearing wildlife, and relaxing.

Boaters - Boaters account for approximately 25 to 30 % of Isle Royale visitation. They tend to spend two to four nights, and most are repeat users from the surrounding Lake Superior area. Some boaters are fishing while others use their boat as transportation or lodging for an island experience. Boaters tend to congregate at docks and tend to be more social than other users. They tend to get their information from word of mouth or from boating associations; however, first time boaters tend to rely more heavily on information from the National Park Service.

Backpackers and paddlers - This group of visitors, the majority of which are repeat visitors, has a four-day average stay. While these visitors come from many places, the majority is from the Midwest and the upper-Midwest. These visitors come to Isle Royale using diverse modes of transportation and seek a variety of experiences. They get their information directly from the park, through the internet, phone, mail, e-mail, or from transportation providers.

Day visitors - Due to ferry logistics, the majority of day visitors are found on the west end of the island. During their few hours on the island, these visitors explore or day hike. If they like Isle Royale, some return for a longer visit.

Lodge guests - Guests of the Rock Harbor Lodge are a diverse group that includes some visitors from other categories. For example, backpackers may stay a night at the lodge at the beginning or end of their trip. Boaters may use the facility while they fish or recreate during the day. A high percentage of commercial groups and elderly visitors use the lodge. In general, lodge guests remain around Rock Harbor, often using developed interpretive trails and attending interpretive programs as presented by the park and the concessionaire.

School groups/Organized groups - The Isle Royale visitor season precludes many school groups from visiting the island during the school year. There is a large and relatively untapped audience for outreach programs during the school year in the Houghton area and Upper Peninsula of Michigan as well as in eastern Minnesota and northern Wisconsin. The island receives over 300 youth, church, special interest, and commercial groups each summer. Getting necessary information to the trip leaders as opposed to the company or organizer is critical yet challenging.

Virtual visitors - Most residents of the upper Midwest, the United States, or the world at large will never visit Isle Royale for economic, accessibility, or a variety of other reasons. This population still remains a potential audience for the park and may have an interest in information about the park and its resources or "armchair" visits to the island.

Life Leaseholders - Isle Royale has approximately 17 life leaseholders and special use permittees that have an interest in property on the island. They are concentrated in the Tobin Harbor, Rock Harbor, Washington Island area southwest of Windigo, and at several other scattered locations.

Scuba divers - Isle Royale's shipwrecks attract a considerable number of scuba divers, the majority of which are on charters connected with dive shops and dive centers. Divers tend to spend three to five days in and around the park, often congregating around Rock Harbor. They tend to get their information from dive stores and charter operations.

Media/authors - This group, while small in number, can have a large impact on the resource, visitor use, and expectations. Many media representatives and authors want interviews, images, or to check the accuracy of their articles. Authors writing articles without firsthand knowledge of the resource do not always get their information correct.

VISITOR & AUDIENCE PROFILES

Local residents - Local residents of the Keweenaw Peninsula, eastern Minnesota, and northern Wisconsin represent a potential audience for outreach programs. This group includes public forums as well as community service clubs, sport clubs, chambers of commerce, and researchers.

Employees - Since both National Park Service and concession employees live on the island all summer, they have the potential to make a significant impact on park resources. Employees use interpretive trails to orient guests; they commonly use wilderness trails and less often camp in wilderness areas. Few of this audience attend interpretive programs.

ISSUES AND INFLUENCES

The following safety, resource, and management issues will be addressed through interpretation.

Safety issues

- Some visitors do not know how to behave around moose or other wildlife, and in some cases, feed the wildlife.
- Some visitors arrive unprepared or without the skills for Isle Royale's conditions. For example, they are physically unprepared for the strenuous hiking conditions. They do not have proper footwear to cross wet, slippery rocks and roots and are unprepared to deal with hypothermia, or to treat their drinking water. Others attempt to hike cross-country without sufficient navigational skills.
- There are a variety of boating hazards at Isle Royale. Some paddlers get in open, rough water or have conflicts with motor boats. Some boaters, traveling without lake charts or navigational aids, are not prepared to deal with hazards such as fog, weather, or underwater hazards. Drinking alcohol and boating is sometimes a problem.

Resource/Wilderness Issues

- Some visitors must double or even triple up in campsites during peak season at busier sites. Some visitors may encounter more people than they had envisioned while hiking on Isle Royale. This crowding may also compromise natural and cultural resource integrity; therefore, the carrying capacity and possible future measures to limit visitation at certain areas or times is part of the Backcountry and Wilderness Management Plan. The Plan will speak to these crowding and resource issues, and will impact the experience for future visitors.
- Some visitors do not practice minimum-impact camping. Examples of this include illegal campfires, social trails, bathing in lakes, or improper disposal of human waste.
- Some visitors do not know how to behave around wildlife, and try to feed or approach too close to wildlife or their nests. For example, most visitors are unaware that their actions may be harming loon-nesting success by approaching too closely to loons and their nests during critical nesting periods. Most visitors are unaware that their presence alone impacts life around them in ways they may never realize, and that they can reduce this impact by modifying their behavior while in wilderness.
- Some fishermen do not respect fishing rules and regulations; they may not properly dispose of fish remains and may clean fish on docks or on picnic tables. The park promotes the conservation of fishery resources

by encouraging catch and release, or "catch only what you will eat and then stop" fishing.

- Noise from boats, whistles, people, generators, and partying disturbs quiet and compromises the experience of many visitors.
- Illegal collection of resources occasionally takes place, particularly submerged cultural resources and minerals.
- Pets are a potential resource problem (as a threat to bring diseases to the island that can harm native species) that has been fairly well addressed due to efforts of park staff and pre-visit information.
- New no-wake boating areas that have been established as a result of the new GMP could confuse some boaters; the various zone regulations enacted in the GMP will require special information/orientation efforts. A small number of boaters discharge gray water and bilge water improperly.
- Visitors may unknowingly introduce non-native terrestrial or aquatic organisms to Isle Royale.

Management Issues

- It is a challenge to ensure all staff can speak about interpretive themes and issues as well as understand natural interrelationships.

EXISTING CONDITIONS AND VISITOR EXPERIENCE

The following section is an analysis of the existing conditions of the interpretive program. It is not meant to be exhaustive, but rather to give a flavor and a snapshot of the program and visitor experience at the time of this planning effort.

SUMMARY

Isle Royale pre-visit information varies in quality and availability, depending on the information source.

Isle Royale's interpretive facilities are inadequate to convey the park's themes. Rock Harbor and Houghton visitor centers, the park's most utilized visitor centers, are too small to meet their functions, and could benefit with the production of professional media. The new Windigo visitor center is an impressive building but would benefit from professional exhibit planning and design. The park's best interpretive experiences, at Edisen Fishery and Rock Harbor Lighthouse, do not receive the visitation they deserve. In general, the park's indoor interpretive media do a much better job of telling the cultural history rather than the natural themes of the island. Island interpretive programs given by park employees generally are high quality, but will need to be revised to support the park's newly established primary interpretive themes.

Interpretive efforts are currently focused on reaching the visitors who actually visit the island, rather than on outreach educational programs.

PRE-VISIT INFORMATION AND TRANSPORTATION

Visitors do not happen across Isle Royale. Getting to the island takes considerable effort and preparation. In planning their visit, many visitors have contact with a representative of one of the transportation services, a charter boat, or National Park Concessions Incorporated (NPCI). Since many visitors interact with the transportation companies prior to encountering a National Park Service employee, their experience with the transportation companies becomes inseparable in their minds from the "park" experience. The only visitors who do not have contact with the transportation companies are those who contact Isle Royale directly and travel on the National Park Service *Ranger III*, and visitors who arrive on private boats from the local area.

The park could take even better advantage of getting information to visitors before they get on the boat to the island or during their trip out to the island. The amount and quality of information distributed by the ferry companies varies depending on the company, the employee, their experience, and the information they happen to have on hand.

Visitors often receive information from the National Park Service, either at the Houghton Visitor Center, the Grand Portage Visitor Center, or via phone, mail, e-mail, or the park's worldwide website. Many visitors also get information from word of mouth, from previous experience on the island, other worldwide websites, guidebooks or other regional tourist information centers and attractions.

The difference in time zones, Eastern Daylight Time to Central Daylight Time, between Isle Royale and Minnesota causes some confusion with the departure and arrival of various ferry services.

Publications

The primary park publication is *The Greenstone*, a park newspaper that is published annually. *The Greenstone* provides information that people need to plan their trips, and focuses on practical information rather than thematic interpretation. The center of the newspaper contains a map and wilderness information. This center section is designed to be pulled out by visitors and taken around the island with them. Visitors do not think to use this section that way, based on informal observations by park personnel.

The park's official Map and Guide contains very basic information about the park as well as an overall introduction to the park and its significance. It is of souvenir quality but is not necessarily useful for planning trips.

The park provides visitors with a full variety of free publications by mail or at the park visitor centers. The official Map and Guide and *The Greenstone* are occasionally made available through the ferry companies or on board the ferries.

Isle Royale Natural History Association (IRNHA) sells a variety of theme-related educational materials at the park's visitor contact stations as well as through the worldwide web, by phone, or by mail order.

Website

The park worldwide website provides trip planning information, information on interpretive programs, resource information, and a virtual visitor center. Unofficial websites cause some confusion and may state incorrect information, including incorrect rules and regulations.

Houghton

A small visitor center is located next to the park headquarters and the dock for the *Ranger III* in Houghton, Michigan. Brown highway signs direct visitors to "Isle Royale National Park" (i.e., the Houghton visitor center and boat dock) from within the city of Houghton, but do not exist outside the city lim-

its. For example, signs do not direct people from Hancock toward park headquarters. Overall, the existence of the visitor center is not well promoted within the local community. Upon arrival, identity of the headquarters facility is somewhat unclear due to inconsistencies in sign style.

The one-room visitor center contains an information desk, a cooperating association sales area, three small exhibit cases, a TV/VCR with a few chairs, some brochure racks, and some posters and artwork from the artist-in-residence program. The room in general provides no hierarchy of information, and contains a scattered collection of items and displays that are not thematic. The visitor center does not provide a sense of arrival or any kind of mood representative of the park. There is no space in the building to give programs.

The Houghton visitor center gets heavy use in conjunction with permits and the *Ranger III*, with fee collection making up a large part of the operation. When the *Ranger III* is loading, there can be considerable congestion of people in the visitor center.

The seaplane office in Houghton is difficult to locate and visually unappealing. Little information is available onsite.

Ranger III

The *Ranger III*, a National Park Service owned and operated boat, provides transportation to and from the island twice per week during the summer, departing from the park headquarters in Houghton. Interpretive programs are provided on the *Ranger III* during the trip over and back, and occasionally at Rock Harbor as an evening program. School tours of the *Ranger III* are provided on request during the winter months. A few introductory exhibits and maps hang on the wall in the *Ranger III*.

"The Keweenaw Waterway Cruise," a 2-½ hour evening cruise aboard the *Ranger III*, is offered once per week during the summer season. These cruises depart from Houghton, going up or down the Keweenaw waterway. Informal visitor contacts are offered as part of the cruise. While this cruise is extremely popular, most attendees are interested in being out on the water and not in attending the interpretive program or learning about the park.

A partnership with Michigan Technological University (MTU) has been in place since 1999 to provide research-based programs on the *Ranger III*. MTU staff provides interpretive programs for trips out to the island and for the Keweenaw Waterway Cruise. Some of the MTU programs prove too technical for the audience.

Grand Portage

The concession-operated *MV Wenonah* and the *MV Voyageur II* depart from Grand Portage, Minnesota. Both boats provide service to Windigo, with the *Voyageur* continuing around the island picking up and dropping off passengers along the way and stopping overnight at Rock Harbor. Limited information is available at Grand Portage via handouts and displays aboard the boats, primarily addressing maritime education and ship histories. Limited information on Isle Royale is available at the Grand Portage National Monument visitor center. The embarking site is visually unappealing.

Copper Harbor

The concession-operated *MV Isle Royale Queen III* provides service between Copper Harbor on the Keweenaw Peninsula of Michigan and Rock Harbor. There is little National Park Service information available at the boat dock in Copper Harbor and on the ferry.

Summary of passengers transported in 1999

Transportation Provider	Route	Visitors Transported
<i>Ranger III</i>	Houghton - Isle Royale	1747
<i>Isle Royale Queen III</i>	Copper Harbor - Isle Royale	4983
<i>Voyageur II</i>	Grand Portage - Isle Royale	1635
<i>Wenonah</i>	Grand Portage - Isle Royale	3487
Seaplane	Houghton - Isle Royale	704

ISLAND EXPERIENCE

Arrival

National Park Service interpreters meet all ferries arriving at Windigo and Rock Harbor. These uniformed interpreters provide a welcome and brief orientation to day users, lodge guests at Rock Harbor, and campers. They also inform backcountry visitors of the permitting process including the requirement of receiving a backcountry orientation. Having park rangers greet the ferries adds to the sense of arrival on the island and helps establish an agency presence. For some visitors, this may be the only National Park Service representative they see during their visit. Passengers on the *Ranger III* receive their orientation and permit on-board prior to arrival at the island. Passengers on the seaplane are directed to the visitor center at Rock Harbor by a sign; there is no assurance that they will go to the visitor center for an orientation or a permit.

Visitors obtaining backcountry permits also receive a backcountry orientation that touches on safety and resource protection messages. Groups of 7 to 10 receive a group backcountry orientation. These talks last less than 10 minutes. Some visitors do not pay close attention because they are eager to get

on the trail. The orientation focuses on Leave-No-Trace procedures, and thematic, interpretive approaches are being integrated to increase visitor interest and retention.

Rock Harbor Area

Rock Harbor, located on the eastern end of the island, contains the Rock Harbor Lodge, a small visitor center, a store, an auditorium, gas pumps, boat docks and boat rentals, a ranger station, and a campground. Approximately two thirds of Isle Royale visitors pass through Rock Harbor.

Rock Harbor Visitor Center

Upon arrival at Rock Harbor, visitors disembark and walk past or through the Rock Harbor visitor center on their way to the campground, trails, lodge, or restrooms. The visitor center building is a rock and wooden structure divided into two rooms by a breezeway. One of the rooms is currently occupied by a concession store; the other contains the Rock Harbor visitor center. There is no clear signing outside the visitor center that distinguishes it from the NPCI operation, establishes an agency presence, or welcomes visitors.

The visitor center room is too small for its functions as an orientation and information center, a permitting office, an IRNHA sales outlet, and exhibit room. During ferry arrivals and departures, it is too crowded. Sales items overwhelm exhibits. The facility does not provide an adequate orientation to the island or to the park's themes since it lacks space and a design hierarchy to help visitors find the information they need or desire.

In the breezeway, bulletin boards provide information on interpretive programs and walks as well as safety and resource protection information. At the back of the breezeway, a wayside exhibit provides a map of and orientation to the Rock Harbor area.

Amphitheater and Auditorium

A separate auditorium building and an outdoor amphitheater are located midway between the visitor center and Rock Harbor Lodge. The auditorium can seat approximately 120 visitors, but averages 55 during the busy season. Evening programs take place nightly during the summer in either the auditorium or the amphitheater. Attendance can occasionally exceed 120 visitors.

Rock Harbor Lodge

The Rock Harbor Lodge, in addition to rooms, a restaurant, and an office, has a guest house area tastefully furnished, including historic photographs. The National Park Service could utilize some of this space for exhibits.

Rock Harbor Surroundings

A variety of wayside exhibits, which interpret the resort era at Isle Royale, the *America*, and other themes, are located throughout Rock Harbor. Two self-guided trails are located in the Rock Harbor area: the Scoville Point Trail and the Raspberry Island Trail. Both self-guided trails utilize attractive wayside exhibits and function quite well. Wayside exhibits along the Scoville Point trail interpret both natural and cultural history, and loop back abruptly at the wilderness boundary, due to a change in plans after construction. The interpretive trail at Raspberry Island, located a short boat trip across the harbor from Rock Harbor, interprets the boreal forest and wilderness values.

MV Sandy

The *MV Sandy*, with a seating capacity of 28, is a concession boat that offers commercial tours from the Rock Harbor area. Concession employees aboard the *MV Sandy* offer educational programs during sailings to and from McCargoe Cove, Edisen Fishery, Raspberry Island, and various waterways and passageways at the east end of the island. In some locations such as Passage Island and Lookout Louise, National Park Service interpreters offer conducted activities in conjunction with the *MV Sandy* outing. Generally, this partnership between the National Park Service and the concessionaire works well, although the tours led by concession employees can vary in quality.

Artist-in-Residence Program

Isle Royale, IRNHA, and the Copper Country Community Arts Council have sponsored a summer Artist-in-Residence program since 1991 on Isle Royale. Writers, composers, and visual and performing artists spend two to three weeks in a rustic cabin in Tobin Harbor capturing the mood of Isle Royale in their particular art form. Artists contribute a piece of their work representative of their stay at Isle Royale for use by the park. Artists also share their experience with the public through a demonstration, talk, or other means. These programs, while generally good, are not always appropriate and not always linked to park themes. The artwork generated by this program could be better utilized for interpretive purposes.

Mott Island

Mott Island is the island summer headquarters for the National Park Service. While most visitors do not visit Mott Island, a few stop in out of curiosity or to complete some administrative business. Currently there is little room or opportunity to provide orientation or information to these visitors. The *Ranger III* stops at Mott Island en route to Rock Harbor. Staff provides a brief explanation of the facility, although most visitors do not disembark.

The main park library is located in Mott Island Headquarters. It receives very little visitor use, but substantial employee/families of employees use.

Primarily employees, their families, and their guests use a trail on Mott Island. It is available to park visitors but is not publicized.

Edisen Fishery and Rock Harbor Lighthouse

Edisen Fishery is in the Rock Harbor channel near Rock Harbor Lighthouse 5 miles west of the Rock Harbor Lodge. National Park Service representatives provide cultural fishery demonstrations using techniques similar to those practiced from the 1930s to 1950s. A wayside exhibit explains the history of the fishery. Rock Harbor Lighthouse is located a few hundred yards up a trail from Edisen Fishery. Rock Harbor Lighthouse contains excellent interpretive exhibits on the island's marine history. These exhibits are the best that the park currently has.

Edisen Fishery and Rock Harbor Lighthouse together provide excellent interpretation of some aspects of the island's cultural history. However, because Edisen Fishery and Rock Harbor Lighthouse are accessible only by private boat, rental boat, canoe/kayak, or on tours several times per week on the *MV Sandy*, most Isle Royale visitors never get to access this interpretation. Edisen Fishery and Rock Harbor Lighthouse are not well promoted through the park literature or website.

Daisy Farm

Daisy Farm is a large boater/hiker campground in the Rock Harbor channel across from the Edisen Fishery and Rock Harbor Lighthouse complex. There are evening programs on the beach during the summer and occasional guided interpretive walks, sometimes including the entire Ojibway Loop. Campground bulletin boards are updated with program announcements and regulatory and safety information. A volunteer staffs the campground and serves as camp host, maintenance worker, and interpreter.

Mid-Island Facilities and Backcountry Use

Ninety-nine percent of Isle Royale is designated wilderness and therefore contains minimal interpretative media and services. Visitors largely interpret resources for themselves through publications or their own knowledge and emotions about those resources. A variety of campgrounds are located throughout the island. The only information available in these campgrounds is campground maps at entry points and posted interpretive messages at some of the busier Lake Superior shoreline campgrounds.

Backcountry visitors are unlikely to have contact with a staff person in the backcountry. Visitors are expected to get all the information and interpretation they need at Windigo and Rock Harbor before heading out into the backcountry. In general, park staff does a good job of getting safety and Leave-No-Trace information out to visitors during the permitting process and through publications and signs.

Malone Bay Ranger Station

There is a small visitor contact station located near the dock at Malone Bay. This unstaffed station contains simple black and white photographs of the island's history. The exhibits are not explicitly linked to a theme or a take-home message.

Amygdaloid Ranger Station

An old ranger station at Amygdaloid has been converted into an exhibit area. A few photos on the walls fit in with the homey atmosphere of this old ranger station. A small dock, ranger residences, and a storage building complete the scene at Amygdaloid.

McCargoe Cove and Minong Mine

Presently, wayside exhibits exist at the McCargoe Cove landing and at Minong Mine; a bulletin board also stands at the McCargoe cove landing. Guided walks are offered once per week during the summer season through the concessioner and National Park Service.

Windigo

Windigo is located at the west end of the island, and is used primarily by visitors who access the park from the north shore of Minnesota. Facilities include a new 2,300 square foot visitor center/ranger station, a campground, amphitheater, nature trail, docks, a shower and restroom building, and a concession store. Windigo is also the site of the annual winter study of wolves and moose conducted by MTU.

Boats arriving at Windigo pass through Washington Harbor, a long channel surrounded by woods and islands that provide a wonderful "entrance way" to Windigo. Upon arriving at Windigo, visitors encounter a large welcome sign and an orientation wayside exhibit that help create a sense of arrival.

The Windigo visitor center is a rustic wood building located up the hill from the boat dock. The building contains a combined exhibit space and sales area, an information desk, and a seating area that can be converted to an auditorium for programs. The building is well made and a comfortable place for visitors. The outside porch offers seating.

The facility is built around the Rock of Ages lens and pedestal, located just inside the front door. A series of donations and partnerships have resulted in exhibits about a variety of topics. The existing exhibits are scattered in terms of themes and have no hierarchy of information or organization. The partially completed exhibits also pose problems in terms of visitor flow, space allocation, and accessibility.

The makeshift auditorium is too small for its audience, which can surpass 40 visitors, and staff needs to move around exhibit cases and furniture each evening to set up the auditorium. Approximately 30% of the nightly evening programs take place at the outdoor amphitheater.

There are a variety of wayside exhibits around the developed Windigo area that interpret natural and cultural history. Additionally, bulletin boards provide boat information, interpretive schedules, and interpretive information.

A short interpretive talk and walk are offered daily in the Windigo area, designed to appeal to visitors who may be at Windigo only for the day.

PERSONAL SERVICES

Both the National Park Service and NPCI (on the *MV Sandy*) provide interpretive programs on Isle Royale. Most programs are centered around Rock Harbor and Windigo, with the exception of the programs on the *MV Sandy* that depart from Rock Harbor and reach other destinations on the east side of the island. Evening programs take place at Houghton, Rock Harbor, Windigo, and Daisy Farm. Interpretive programs are provided on the *Ranger III* on its voyages to and from Houghton and during the Keweenaw Cruise.

EDUCATION AND OUTREACH

Isle Royale has no formal outreach education program. Park employees present programs in the community when requested as staffing allows. The park has several traveling trunks for schools. Occasional tours of the *Ranger III* are given to schools upon request. The partnership between Isle Royale National Park and Michigan Technical University fosters outreach contacts regarding wolf-moose ecology on Isle Royale.

STAFFING

The Branch of Interpretation currently has the following staff:

Branch Chief, Resource Education and Interpretation (GS-12)
Houghton District Interpreter (GS-9)
Lead Visitor Use Assistant, Permanent, Subject to Furlough (GS-6)
Visitor Use Assistant, Permanent, Subject to Furlough (GS-5)
Seasonal Supervisors, 2 (GS-6/7)
Seasonal Visitor Use Assistants, 2 (GS-5/6)
Seasonal Interpreters, 8 (GS-3/4/5)
Student Conservation Association Interns, 4
Volunteers, 3

RECOMMENDATIONS

The following is a description of programs and media proposals designed to realize the visions, objectives, themes, and visitor experiences previously described for Isle Royale National Park. The discussion of each program or media proposal identifies its purpose, and in some cases special considerations and suggested themes or methods of presentation. The methods of presentation are merely suggestions and should not limit creativity during the media design stage.

Interpretive planning analyzes all needs and recommends a wide array of interpretive services, facilities, and programs to communicate in the most efficient and effective way the park's purpose, significance, and values.

The park's recently completed GMP provides general direction for the park's interpretive program and describes where it is appropriate to provide interpretive media and services.

SUMMARY

The park will take a holistic approach to interpreting the various locations on the island to avoid redundancy and to ensure that the themes set out in this plan are addressed. Cultural history, natural history, and wilderness preservation will receive balanced emphasis through personal and non-personal services to meet management goals. Better orientation will be provided at the transportation departure points. Better interpretation of the park themes will be provided at the park visitor centers. Isle Royale will seek to expand its education outreach program to serve the residents of the region.

PRE-VISIT INFORMATION AND TRANSPORTATION

The park will focus on making pre-visit information available through the transportation providers, the park worldwide website, and *The Greenstone*. These media will contain information that helps visitors set accurate expectations for their visit. They will also set the stage for an understanding of the meaning of designated wilderness and of the possible types of North Woods educational and recreational experiences available at Isle Royale.

The park will continue to encourage visitors to plan their own trips, as is fitting for a wilderness area, but will help visitors find the resources to do so. Visitors will be referred to the worldwide website, *The Greenstone*, topographic maps and lakecharts, and guidebooks sold by IRNHA for trip planning information. Each of these media will stress resource protection and thorough trip preparation.

Park orientation... would be provided...at the Houghton, Copper Harbor, and Grand Portage ferry staging areas. On the island, orientation, interpretation, and education programs would be concentrated in developed and front-country zones... No interpretive media would be placed in backcountry, primitive, or pristine zones.

- Isle Royale GMP, 1998.

Transportation Providers and Departure Points

The park will develop/augment introductory wayside exhibits and bulletin boards for installation at Copper Harbor, at both marinas at Grand Portage, at the seaplane dock in Houghton, and outside the Houghton visitor center. The exhibits will introduce Isle Royale as part of the National Park System and the Wilderness Preservation movement (theme 6). These exhibits will encourage people to think about wilderness, park resources, and what to expect at Isle Royale.

As staffing allows, the park will provide evening programs at the ferry departure points the night before the ferry leaves. Isle Royale can collaborate with Grand Portage National Monument and Keweenaw National Historical Park for creative staffing for these venues.

The park will provide training and up-to-date information for the employees of the transportation providers at each location and to other partners who collect fees/issue permits. The park will also provide free publications such as *The Greenstone* and Isle Royale's Map and Guide to the transportation providers and encourage their distribution.

The long ferry ride to the island is an excellent opportunity for visitors to finalize their trip details and learn about the park. The park will work with the transportation providers to develop trip-planning and interpretive notebooks for use on the ferries, on charter boats, and in the Houghton Visitor Center. The notebooks will also be used at the Grand Marais Forest Service Office, the Rock Harbor Lodge, and in other locations. These notebooks will include information on park themes, park trails, and Leave-No-Trace principles and safety issues. Information on scuba safety will be added to the notebooks on board scuba charter boats. Transportation providers will be required to mention the notebooks and their locations to their passengers.

The park will utilize cartoons and interpretive posters developed by the Wilderness Education and Partnership Plan in National Park Service facilities and provide them to transportation providers to display onboard ferries as appropriate.

Park staff will provide backcountry permit planning sheets to the transportation providers to distribute to visitors on board the ferries. These permits, in conjunction with the trip planning notebooks, will help visitors arrive prepared for the permitting process, saving them time when they get to Rock Harbor or Windigo.

In the future the park may consider requiring transportation providers to provide some level of interpretation on the way to and from the island, and on the *Voyager* as it circumnavigates the island. The park also will consider putting a National Park Service interpreter on the *Voyageur* to provide theme-based interpretation as the boat circumnavigates the island.

The park will also develop a scuba site bulletin that includes safety and resource protection information for use at dive shops, marinas, and to charter boat captains.

Worldwide Website

Most Isle Royale visitors are likely to have access to the internet. The park will make its worldwide website a focus for trip planning information. The website will be expanded to provide easy-to-use trip planning information. A special section on trip planning for organized groups will be added. The website will also provide information on Leave-No-Trace ethics, resource protection, and safety information. It will help visitors arrive on the island prepared for Isle Royale conditions. A guide to park trails will be developed and posted on the website to help visitors plan their trips. The web will utilize the latest technology including panoramas and video and audio segments from various locations within the Isle Royale wilderness and nonwilderness areas for those who do not visit Isle Royale personally. These features will further educate visitors and non-visitors alike. Virtual visits to the park will enable people to make educated decisions as to whether or not they want to visit Isle Royale.

Special expanded sections will be built into the website, which address the specific needs of boaters. This will be targeted toward boaters in one section, and toward paddlers in another section. Each will address safety concerns, rules and regulations, and camping facilities. The website will also link to partner organizations such as Keweenaw National Historical Park.

Publications

For those visitors who do not use the internet, and especially until use of the worldwide web becomes more prevalent, *The Greenstone* will continue to be available. Distribution of *The Greenstone* will focus on those visitors who are extremely likely to visit the park, not those just looking for a souvenir. It will provide Leave-No-Trace, safety, resource, and trip planning information. It also will provide an introduction to all the park themes. This can be done visually on the cover with one photo representing each theme and a caption. *The Greenstone* could highlight one theme per year if necessary. The park website address will be featured more prominently.

The Map and Guide's purpose and function are evolving. Its best use will be to educate both park visitors and non-visitors about the significance of Isle Royale through expanding on its primary interpretive themes.

Trip Planning for Groups

Getting safety, trip planning, and Leave-No-Trace information to groups has been a challenge at Isle Royale since people that organize a trip and the trip leaders are not usually the same people. The park will develop a trip-planning packet geared towards groups. The park will no longer send out the permits to groups before they arrive. Instead, groups will be required to pick up their permits at Rock Harbor or Windigo so that they can receive the back-country orientation. A video demonstrating appropriate and inappropriate wilderness behavior will be developed and sent to groups before arrival. Having observed this video, every group member could be tested at Rock Harbor or Windigo before they are issued a permit. Those failing the test would be required to participate in a longer discussion on the points not understood. Alternatively, the park may consider requiring group leaders to take an online course offered by Isle Royale (could be conducted through the mail) or have a Leave-No-Trace, or equivalent, certification.

Houghton

Signs will be improved to increase the profile of the Houghton visitor center in the local area and on the Upper Peninsula. The Traveler's Information Station in the Houghton/Hancock area will be refined to incorporate information on park themes, park special events, or management issues. A wayside exhibit and bulletin board will be developed for outside the visitor center similar to the ones to be developed for Copper Harbor and the two sites in Grand Portage.

Houghton Visitor Center

As noted in the GMP, the park needs a better visitor facility in Houghton, one that has a National Park Service look and presence rather than an office feel. Isle Royale will analyze the benefits of relocating the visitor center in Houghton to the Ripley Smelter Site in conjunction with Keweenaw National Historical Park. If the Ripley Smelter Site is not state funded, a visitor center should be constructed in the upper parking lot, above the present visitor center. It should serve as the principal contact site for visitors in Houghton. This facility needs to serve the following functions:

- Visitor orientation and information.
- Trip planning, including helping visitors establish realistic and appropriate expectations about their experience on the island.
- Help visitors become mentally and logistically prepared for their trip.
- Introduce the park themes.

- Collect fees, take reservations, and provide permits.
- Provide a "virtual visit" for those that will not visit the island or for the off-season when the island is closed.
- Storage for handouts, props, and materials.
- Provide IRNHA sales.
- Provide a space for *Ranger III* passengers to get out of the weather.
- Provide space for public programs and school programs and serve as the park's education/outreach center, promoting park values to all potential park users and supporters.
- Provide office space for staff.
- Provide visitor comfort facilities (water, restrooms, seating).

The present facilities and interpretive media are inadequate for this mission. The existing space is too small and the exhibits are limited and do little to prepare visitors, convey proper expectations, or set a mood. There is no space in the present building to develop in-depth exhibits on Isle Royale, to display any of the artifacts, or to show a video or give a program for more than six to eight people.

For the future, a larger visitor center is justified at the Ripley Smelter Site. At present, the Houghton visitor center receives about 11,000 visitors per year, of which approximately 6,000 are going to Isle Royale. A larger, better-located facility will attract more visitors who are not going to the island. Both the park's story and collection warrant a larger facility on the mainland. Physical items from the island will be displayed to help bring home the primary interpretive themes; these could include fishing implements, bones from animals, displayed exotic organisms which have invaded or may invade Isle Royale, rocks, and representations of extirpated or missing potential Isle Royale residents. An auditorium will provide seating for larger audiences and the means to utilize various projection devices, such as video and computer, to powerfully communicate primary interpretive themes.

Until a new location for a visitor center can be found or until the current visitor center can be expanded, some temporary changes will be made to the existing facility. The space will be organized to guide people to what interests them; this might be a souvenir, a book of greater depth, pre-trip orientation, or an exhibit. Sales and exhibits could be displayed separately or sales could be incorporated with exhibits. Either way there will be some visual clues to guide people through the space. Right now, the sales and exhibit are mixed together. The existing exhibits will be redeveloped or expanded to use the wall space and will reflect the park themes. A professional exhibit planner will help the park make the best use of this space.

RECOMMENDATIONS

Personal orientation seems to be handled well by the information desk except during *Ranger III* departures. Trip planning notebooks will be provided on the *Ranger III* and all other transportation providers, and visitors can sit on the chairs in front of TV/VCR aboard the *Ranger III* to peruse the books. This may help take some of the pressure off of the information desk.

Multimedia kiosks will be developed at Houghton visitor center, Ripley Smelter Site, Mott Headquarters, Rock Harbor visitor center, and Windigo visitor center. They will provide an introduction to the park themes. The interactive CD kiosk systems will allow for visitor choice, rapid information transfer, and a stimulating interpretive experience. It will also be compact. Included in the interactive CD will be short mini-documentaries illustrating the primary interpretive themes, safety issues, and resource protection messages.

Ranger III

The *Ranger III* visitor experience will focus on mental preparation on the trip to the island and one of reflection on the trip back. The voyage to the island will emphasize the site-specific nature of the trip - being on Lake Superior. It will relate the lake to Isle Royale's ecosystem (theme 4). The trip out will remind visitors to practice Leave-No-Trace principles on the island. The existing park video is a good tool for trip planning, but once the trip is underway, it lacks effectiveness. The park will consider developing a video that emphasizes the park's wilderness values and reinforces Leave-No-Trace practices. However, showing videos during the voyage can be problematic if weather conditions are rough.

It is critical that the park maintains an interpreter on board for trips to and from the island. This interpreter provides programs, answers questions, roves the boat, issues permits, and provides an agency presence. Onboard exhibits will be revised to support the park themes.

As previously described, trip planning binders and backcountry permits will be made available to visitors on board the *Ranger III*. Park ranger-led quizzes of Leave-No-Trace principles and safety issues will take place on board; visitors that participate and pass the quiz would get their backcountry permits first.

On the return trip, interpretation that encourages visitors to reflect on their experiences will continue as it provides a gauge for the National Park Service regarding the quality of the visitor experience. Ample time will be allowed for visitor contemplation. A permanent or changing exhibit including visitor comments or reflections on their experience will be developed. Also a park "news" activity will be developed that shares progress on planning issues, highlights park events and programs such as the Artist-in-Residence program, ongoing research, and the like. Since most visitors when returning

home are "high" on the park, interpreters will take advantage of this moment to encourage visitors to become supporters and informed advocates for the park.

Promotion of the Junior Ranger Program on the way out and celebration of it on the way back will prove an effective way to get children involved in the park. Special programs for children on the *Ranger III* could become part of the Junior Ranger Program.

Formal interpretive programs on the Keweenaw Cruise are not the best use of staff time. The interpreter competes with the outside scenery; most visitors consequently pay attention to the scenery and outdoor experience rather than learning about Isle Royale. Informal interpretation, such as roving, related to visitor questions, comments, and what visitors observe will be explored as a replacement for traditional formal programs. The ship's public address system is used to point out prominent landmarks and fauna.

ISLAND FACILITIES AND PROGRAMS

Formal Interpretive Programs

Formal interpretive activities in Pristine, Primitive, Backcountry, and Wilderness Portal Zones (see GMP) will not exceed the group size limits (10 people) for visitors. Formal interpretive programs in the Frontcountry Zone will not exceed 20. Historically presented walks, such as Passage Island, Lookout Louise, and Minong Mine, will continue with no group size limits until a new concession contract is let. At that time, the park will endeavor to establish group size limits in keeping with the above guidelines.

Rock Harbor

Rock Harbor is the primary gateway to the park. Visitors will feel welcome and will be able to quickly and easily orient themselves. A welcome sign will be developed and installed on the dock or on the outside of the visitor center.

The visitor center will be enlarged to comfortably and effectively complete the functions of visitor orientation, interpreting park themes, providing exhibits, operating a sales area, and issuing backcountry permits. Due to the number of visitors in this developed zone, the proximity to Rock Harbor Lodge, and the high-volume dock activity, this is a prime location for an expanded visitor center.

The Rock Harbor visitor center serves as an entry point into wilderness, but also as an educational center for those who will not enter the wilderness. The visitor center is a gateway to the wilderness that needs to help visitors transition from their daily lives to a wilderness experience. Media will need to be

RECOMMENDATIONS

sensitive to the character of the wilderness - for example, quiet and visually unobtrusive.

If space is available in the future, visitor services and sales could be in one location and a stand-alone exhibit area with video capability could be in another. Suitable facilities will need to be located to expand these functions.

Any new exhibits at Rock Harbor will need to use materials that can withstand the rigors of winter on the island in a presumably unheated space. Some artifacts might need to be removed in the winter for storage in Houghton. The visitor center is a gateway to the wilderness that needs to help those visitors who will enter the wilderness make that transition. Exhibits at Rock Harbor will need to briefly introduce all the park themes.

In the interim until an expanded visitor center can be constructed, wayside exhibits or outdoor exhibits will be utilized on the walls of the breezeway. They will need to be designed to allow visitor traffic through the breezeway and luggage storage in the breezeway. A professional exhibit planner will be consulted to help the park determine how best to utilize the existing space, both interior and exterior.

Creative signing techniques will be utilized in developed areas such as Rock Harbor to address resource issues. For example, signs at ground level could be developed "for foxes" that address the dangers for foxes in eating people food. Other ideas include use of signs in bathrooms.

Auditorium and amphitheater

The auditorium is usually adequate to accommodate the number of visitors attending evening programs, but is poorly designed for audiovisual presentations. Some visitors have difficulty locating the auditorium. Options for improving this facility will be explored with Harpers Ferry Center. A new auditorium could be larger, allow more light entry, provide room for different functions simultaneously, provide larger office space for research and program presentation, and provide improved overhead lighting and electronic circuitry for computer projection and sound systems.

Wayside exhibits

Wayside exhibits are adequately and appropriately placed around Rock Harbor. One additional exhibit will be considered near the seaplane dock in Tobin Harbor. It would interpret the existence of the life-lessee community in Tobin Harbor and explain how it relates to the wilderness scene of Isle Royale (theme 6: NPS and wilderness). A directional sign to Rock Harbor Visitor Center will be installed indicating directions to the visitor center from the sea plane dock.

Rock Harbor Lodge

The guesthouse at Rock Harbor Lodge is a possible place for simple interpretation on the guest lodge era of Isle Royale history (theme 3: isolation). The Lodge has already put some photographs with captions in the room. This will be enhanced with some other simple photos and captions much like the park staff has done already for Malone Bay and Amygdaloid Ranger Station. With adequate security, this space also will serve as a gallery to display and interpret artist-in-residence artwork.

Each of the primary interpretive themes will be explored at Rock Harbor Lodge using all available media. These could include, but are not restricted to, placemats for children and adults on interpretive themes, restroom signs, and information in lodge rooms. These media will also promote interpretive programs.

Rock Harbor Area

Interpretive opportunities around Rock Harbor will be better promoted. For example, visitors will be encouraged to walk to Scoville Point and to take the *MV Sandy* tours to Rock Harbor Lighthouse and Edisen Fishery. An activity board describing these opportunities will be placed in the breezeway at the Rock Harbor visitor center or on the dock. Promotion of these activities and the interpretive programs at Rock Harbor will be placed on the ferry services.

Scoville Point

When in need of replacement, the wayside exhibits on Scoville Point Trail will be redesigned to reflect theme 4 (ecosystem) and/or 5 (human impacts). A partnership with American Indian tribes will be developed to interpret pre-historic mining along the Scoville Point trail.

MV Sandy

Resource notebooks with information on the park themes will be made available aboard the *MV Sandy*. Exhibit panel(s) interpreting one or more primary interpretive themes will also be developed for the *MV Sandy*. Park staff will continue to work with the concession employees to help them provide high-quality interpretive programs that support park themes. The concession employees who provide or are involved in guiding or program presentation will be encouraged to attend seasonal interpretive training.

Ranger guided activities on the *MV Sandy* to Edisen Fishery, Raspberry Island, and other destinations will be explored.

Passage Island and Lookout Louise

Trips to Passage Island and Lookout Louise will continue even though they are in wilderness and backcountry zones. In both cases, these trips are the

deepest that many tour participants will penetrate into the Isle Royale wilderness. Because *MV Sandy* tour participants are likely to be the only visitors on Passage Island when the tours are conducted, they will not be affecting anyone else's wilderness experience. Additionally, a wayside exhibit will be placed at the lighthouse for those visitors who travel here on their own. Since the park is maintaining the Hidden Lake dock for day use only and this area is not a thoroughfare or destination for wilderness users, these tours will likely not interfere with anyone's wilderness experiences. The themes of these guided activities will reflect park themes, particularly theme 4 (ecosystem).

Raspberry Island

Raspberry Island interpretation will continue to focus on theme 4 (ecosystem). When the existing wayside exhibits are outdated or damaged, the park will redesign them to more explicitly treat this theme. *MV Sandy* tours to Raspberry Island will continue.

Artist-In-Residence Program

The Artist-In-Residence Program will be expanded and/or a second program instituted to include environmentalists in residence, philosophers in residence, or historians in residence. The artist-in-residence presentations will be screened closely to ensure they relate to the park. The artist-in-residence orientation packet will include information on park themes to encourage artists to produce work that supports park themes. Displays of artist-in-residence work will include captions that relate the work to park themes.

Edisen Fishery/Rock Harbor Lighthouse

The interpretive media at this site are professionally done, focused, and current. No additions are recommended, except to encourage more visitors to take advantage of these opportunities through better advertisement on park bulletin boards, in *The Greenstone*, on the website, and on ferry services.

Additional cultural demonstrations will be considered for Edisen Fishery. For example, boat-building demonstrations could be offered in partnership with Michigan State University's maritime program. This partnership might also provide cultural demonstrations at Rock Harbor Lighthouse and Edisen Fishery.

Interpretive programs at Edisen Fishery will continue to discuss the biology of fish and the impacts of humans and exotic animals/plants on fish communities and fishing. The programs will include discussions of air pollution on fish. Interpretation at Edisen Fishery will thoroughly explore and focus on themes 1 (native fishery) and 5 (human impacts).

Mid-Island Facilities and Backcountry Use

The park will continue promoting Leave-No-Trace camping and safe backcountry experiences. A variety of personal and non-personal service techniques will be developed for this purpose.

Park staff will work to correct, improve, and expand the Leave-No-Trace, safety, and resource protection information on the back of backcountry permits, in *The Greenstone*, on the back of the Trails Illustrated map, and in popular guidebooks to the park.

A series of resource protection and interpretive messages will be developed and posted in the frontcountry and developed zone locations. Only resource protection and safety messages will be posted in the wilderness portal, backcountry, primitive, and/or pristine zones, and only after review by the Backcountry Management Group and approval by the Superintendent. The park will develop a repertoire of cartoons targeting specific issues or behaviors and post them. The park will promote self-interpretation in the backcountry through trail guides, site bulletins, and other publications that backpackers can carry with them into the wilderness. Limited formal interpretation may be offered in the wilderness to support the development of the primary interpretive themes.

The backcountry orientation will continue to target behaviors that visitors can change. As previously mentioned, a three to five minute video on safety and Leave-No-Trace will be developed and shown at park visitor centers, space permitting, or on the ferries, weather permitting; it will be required prior to permit issuance. The video will be sent to group leaders before their trips. Both interpreters and backcountry staff will increase their roving duties to use informal visitor contacts to address park themes.

The park will develop a series of safety and resource protection site bulletins that are color-coded and targeted to specific user groups. For example, site bulletins of one color could target boaters with another color targeted for backpackers. Information on loon nests, for example, would be included in the bulletins for paddlers and boaters. These site bulletins will be distributed in conjunction with the permitting process.

Information about theme 1 (native fishery) will be placed on bulletin boards on docks around the island.

Malone Bay

Some rustic, wood-framed exhibits are in place at the ranger cabin. A professional exhibit designer will assist in creating more durable and compellingly designed exhibits. Low-cost and easily revised digital panels could be produced for interior use. An introductory exhibit with an area map will provide

site orientation and information when the cabin is closed. This site will interpret theme 3 (isolation), and will include information on Isle Royale Lighthouse, Wright Island, and Fisherman's home. Exhibits here and at Amygdaloid (see below) will be produced to be weatherproof for year-round inside display. Otherwise they will be designed to be relatively weather resistant and theft-proof, yet easily removed and transported.

Amygdaloid Area

Exhibits in the old Amygdaloid ranger station explore the idea of the companionship of solitude and the dangers of isolation by interpreting the lives of park rangers and others who lived here. Theme 3 (isolation) will be interpreted here in a low-key, rustic, inexpensive way. Once visitors arrive at the dock, they will be aware that the Amygdaloid Ranger Station is there, but they still should feel a sense of discovery. The exhibits will incorporate furnishings, diaries, photographs of park rangers that lived here, and a small theme-related library. Visitors will consider how park rangers, yesterday and today, conduct their lives and duties at this ranger station. The park will consider allowing the *MV Sandy* to make regular interpretive stops at Amygdaloid.

McCargoe Cove and Minong Mine

The wayside exhibit at Minong Mine will be replaced with a site bulletin. The other exhibits and activities will continue. The guided walks may be modified to fit wilderness group size limits when the current concession contract expires in 2002.

Windigo Area

Windigo Visitor Center

The visitor center at Windigo is the park's nicest visitor center building. This visitor center needs a major, professional exhibit treatment to provide a strong orientation message for day visitors and first-time users. The park has done a good job of putting together temporary exhibits and preparing the space for the public, but the space needs more organization. For the short term, some design organization will make the use of the space more efficient and control what visitors see when they enter. The exhibits will be moved, changed, or removed such that more open space is created and there is not a feeling of sales dominating the room, but rather supporting the exhibits. The park will seek exhibit planning assistance to best utilize the available space. For example, relocating the wolf exhibit and improving the design of the exhibit case would highlight and enhance the impact of the magnificent specimen. The existing moose enclosure nearby and the nature trail will be integrated into the exhibit plan for Windigo Visitor Center.

The park may want to utilize the technical assistance program at Harpers Ferry Center to create professionally planned, designed, and fabricated exhibits for this site. The exhibits will provide an overview of the island for day visitors to pique their curiosity and encourage them to come back for a longer stay. Some of the same considerations will apply here as at Rock Harbor in terms of the durability of the exhibit materials and the flexibility for artifact removal.

In the future, the part of the indoor exhibit with the lighthouse lens will focus on theme 3 (isolation), incorporating diaries of a lighthouse keeper reflecting on solitude and encouraging visitors to compare his reflection with their expectations of their visit to Isle Royale. Other indoor exhibits will focus on the theme 2 (wolf/moose relationship) and theme 3 (isolation).

On the porch, a low-profile wayside exhibit will be developed and installed interpreting Isle Royale as part of the National Park System and as designated wilderness (theme 6).

Windigo Area

A brochure will be developed for the Windigo nature trail that interprets theme 4 (eco-system). Directional signs will be developed to guide visitors to the trailhead. A wayside exhibit about the fishery will be placed on the dock itself.

Guided walks around Windigo will help interpret themes 4 (ecosystem) and 5 (human impacts).

Barnum and Washington Islands

Interpretation on these islands will focus on theme 1 (native fishery), but also include theme 3 (human use and attitudes). Wayside exhibits will be appropriate here to provide minimal around-the-clock interpretation of the sites. The Wenonah and Voyageur will stop here to drop off visitors. Park rangers or volunteers will conduct formal interpretive programs in conjunction with these drop-offs.

The GMP calls for the adaptive use of the historic structures here for an interpretive, educational, or research facility. Educational groups, whose purposes and programs are compatible with the park, will be provided to group facilities to carry out environmental education programs. The park will consider creating a cooperative agreement with such institutions as Michigan Technological University or the Lake Superior Center to develop environmental education programs. An artist-in-residence or philosopher-in-residence program will be established here for the western end of the island. To effectively provide any of these opportunities, the park would need additional staff.

NON-SITE SPECIFIC MEDIA

Publications

All site bulletins and publications will be updated to incorporate or reflect park themes. In cooperation with the park, IRNHA will attempt to align its publication and service plan with LRIP goals.

Some ideas of new publications include:

- A Leave-No-Trace booklet specific to Isle Royale to support theme 6 (NPS/Wilderness).
- A site bulletin about theme 1 (native fishery) targeted towards boaters and fishermen.
- A laminated card or brochure that has rules and regulations about fishing, including information on theme 1 (native fishery). This will be an inexpensive sales item or a site bulletin that could be distributed with law enforcement contacts.
- A poster about native fishes that incorporates theme 1 (native fishery) to sell in visitor centers and post on ferries and in visitor centers.
- One inexpensive publication that is a guide to all the cultural sites and ties them all together to park themes. The booklet will bring the story up to the present by telling about how the National Park Service, concessionaires, and inholders are using those sites today.
- Full use of wilderness education materials, such as posters, rewards, and video programs, provided by the servicewide wilderness education program.

Two action plans of IRNHA will be realigned with park themes: update the publications plan, and explore other possibilities for grants to support interpretation. More specifically, within the publications plan, "Fishes of Isle Royale" will be revised to incorporate information on theme 1 (native fishery). IRNHA's planned publication of a pictorial history of wolf research on Isle Royale will incorporate theme 2 (wolf/moose relationship).

Audiovisual

Currently the park has no adequate dedicated spaces in which to show audiovisual programs. When the Houghton Visitor Center is expanded and an adequate space is provided for showing videos, it will be worthwhile to develop a film on the wilderness of Isle Royale. The film will touch on all the park themes, and serve as a "virtual" experience for the off season. It will incorporate footage of the wolf/moose winter study and Isle Royale in the winter, something that visitors will never see. The video will also be sold and distributed to television stations and schools. Alternately, films focusing on one park theme could be developed, perhaps focusing on one theme for which it

is difficult to engender a stewardship ethic using other interpretive media or tools, for example, theme 1 (native fishes).

As previously mentioned, a three-to-five minute video on Leave-No-Trace and resource protection will be developed for use on the *Ranger III* and at the park visitor centers, with required viewing prior to permit issuance. Along with the video, interpreters will continue to present interpretive and interactive messages as part of the campers orientation to present specific issues and make a personal contact. Existing videos on Leave-No-Trace and wilderness will also be used, tweaked if possible to make them more specific to Isle Royale.

The "Fishermen of Isle Royale" video will be updated to incorporate theme 1 (native fishery). It will be made available on the *Ranger III* and for loan to schools. Oral histories and videos will be made of life leaseholders describing isolation at Isle Royale as raw material for personal and non-personal services interpretation of theme 3 (isolation).

Worldwide Website

The park worldwide website will focus on trip planning (previously described) as well as creating a "virtual" visit for visitors who may never make it to Isle Royale. The website will provide information on all the park themes, including links to sites related to the park themes, for example fishery resource sites, wolf/moose information, or National Park Service wilderness sites.

Internet possibilities are almost endless, and technologies will be explored as they become available. The following ideas are suggestions of how the internet could be used. Links can be established to ongoing or related research. Information on the winter-study program, including photographs, video clips, or interviews, can be placed on the internet. Real time coverage of wolf behavior/activity can be added. A live chat with park staff or a park ranger can be made available at certain times. Video clips of the fishing cultural demonstrations at or near Edisen Fishery could be included, as could audio clips from oral histories that relate to themes 1 (native fishery) or 3 (isolation).

The worldwide website will be used very effectively in conjunction with education programs. For example, the park website could link to schools who are upwind of Isle Royale to map air currents and show how air pollution in one spot can affect Isle Royale, its water quality, and its fish population. Links could be made to countries or areas which were/are sources of exotics. For example, the spiny water flea, zebra mussel, round goby, tube-nosed goby, and ruffe are exotic animal species threatening the Great Lakes which

originated in the former Soviet Union in the area of the Caspian and Black Seas.

PERSONAL SERVICES

Careful analysis of the possibilities for personal and non-personal services interpretation will dictate which medium is utilized in each case. The park will need to decide which themes have a critical need for personal services, and which can effectively be conveyed through other approaches. The realities of funding and visitation will need to be weighed in making these decisions. The simplistic approach of trying to interpret every theme with every tool will be avoided, as it would dilute the effectiveness of the program. Every effort will be made to increase the quantity and preserve the quality of interaction between park staff and visitors.

Interpretive programs will continue to be based around boat schedules, since these schedules dictate visitor availability. Since interpretive programs will be based on park themes, some of the current interpretive programs will need adjustment to reflect park themes. For example, the guided walks to Minong Mine will focus on theme 5 (human impacts) and the Lookout Louise and Passage Island hikes focus on theme 4 (ecosystem). The existing Junior Ranger Program will need to be altered to be in line with park themes.

There are a variety of ideas of new personal service programs to interpret the park themes. These ideas may generate additional creative ideas to communicate these themes. For example:

Theme 1 (Native fish): The Isle Royale Angler program, which rewards visitors that agree to demonstrate good fishing etiquette could be re-established tied to theme 1. Programs on theme 1 could be given at a portable "stand" or with a few props on the docks at Rock Harbor or Windigo. The park may need to increase its collection of slides and video clips of fish and fish habitat to interpret this theme.

Theme 2 (wolf/moose): Guided tours to Bangsund could be provided. MTU researchers can give evening programs.

Theme 3 (Isle Royale isolation and wilderness): Cultural demonstration programs depicting lighthouse keepers could be developed at Rock Harbor Lighthouse. Evening programs the night before the ferries depart the mainland could encourage visitors to reflect on this theme.

Theme 4 (Isle Royale ecosystem): Guided walks to Lookout Louise, Scoville Point, Windigo Nature Trail, Raspberry Island, and other sites could interpret

this theme. One native species could be selected per week and highlighted through a series of programs evening and daytime.

Theme 5 (Human impacts on Isle Royale): Guided walks to Scoville Point can highlight this theme, as can cultural demonstration programs along the Scoville Point trail. Researchers from MTU who are studying pollution problems can give programs on this theme. Partnerships with Northern Michigan University can help the park provide cultural demonstration programs on mining at Isle Royale.

Theme 6 (Isle Royale as part of the National Park Service and wilderness): Evening programs the night before the ferry departs the mainland can introduce this theme. A program series relating other parks or other natural or cultural areas to Isle Royale could be instituted; these tend to be well attended, based on observations of such programs in other parks.

Outreach and "virtual visit"

Parks can not survive as "islands." Many resource issues transcend park boundaries and need the support of local and national communities. This is particularly true at parks such as Isle Royale, one of the least visited parks in the National Park System.

Community outreach is an effective way to reach local and regional audiences, whether they visit the park or not. Community outreach is an effective way to reach people who, for financial, physical, or other reasons, can not or do not visit Isle Royale. Currently, outreach efforts are limited due to staffing constraints.

The park will work with existing local, state, and special interest news and media publications to send out information on the park's themes and provide up-to-date information on resource, safety, and other issues. This will be accomplished through a newsletter, press releases, or media packets that include story ideas. Specific types of information will be developed for specific publications, for example information on theme 1 (native fishery) for fishing magazines. If staffing becomes available and other priorities are met, the park also will establish a monthly newspaper column in the local paper, and reinstate the "Isle Royale minute" on local radio stations.

The park will develop a stand or traveling exhibit for displaying thematic interpretation at outdoor, boating, and fishing shows; perhaps such an exhibit could reside in Windigo or Houghton during the summer and travel during the winter. The discovery station exhibit concept developed at Harpers Ferry Center could be used in this manner. The park will partner with other agencies, museums, and entities to develop information and exhibits about Isle Royale at aquariums, museums, and regional orientation centers. If staffing

RECOMMENDATIONS

becomes available and other priorities are met, the park, in conjunction with partners, will become more active in special events such as Lake Superior Week or Wolf Awareness Week by providing special programs, book signing, or evening programs. Information about the winter study experience and other research activities will be incorporated based on the idea that an informed public is generally a supportive public.

The park will develop an evening lecture series in Houghton using National Park Service employees and guest lecturers; these presentations will focus on the primary interpretive themes of the park. The park will need to work with another entity in town to find a space to hold these programs.

IRHNA and the park will continue to make publications about Isle Royale available in Houghton, at other natural history association sites at other parks, and at commercial bookstores in the area. New sales items will continue to be developed that can support Isle Royale outreach such as a calendar, posters, or interactive CD-ROM about park themes.

As previously described, the park will use its worldwide website and Map and Guide brochure for outreach purposes.

In general, the park will make its outreach efforts regional, not just local.

Educational Programs

The park does not currently have an active educational program for schools on the mainland. However, an education program will be highly effective to develop an Isle Royale constituency. The park's education program will be most effective if it is theme-based, and focused into a proactive and goal-oriented program based on the school curriculum.

The park will need to consult with local teachers and school districts to determine what themes to target, how to fit into the state curriculums (both Michigan and Minnesota), what grade levels to target, and how the park can most effectively work with schools. This consultation will be done through meetings with curriculum coordinators, tapping into teachers' in-service workshops, meeting informally with teachers, or developing a teacher' advisory group. All educational programs will support park themes.

Once the theme and goals are established, the park will need school input to determine the most effective method to deliver the message. This could include conducting teacher workshops and training teachers to give programs, developing a sequence of park ranger visits to the classroom, developing activities for children to do before and after park ranger visits, developing a workbook of activities, CD-ROM, or expanding the existing traveling trunks for each grade level. Programs will be designed to reach a wide variety of learning styles and learning abilities.

Once a decision is made on what kind of program will be offered and how, the park will need to be rigorous in focusing on implementing that program rather than responding to other requests. Clear priorities in the development of components of the educational program will need to be set so as to be realistically doable over a period of time. Once begun, the educational program will be focused and not be diluted by varied requests from all grade levels and all subject matters.

To develop and implement an effective education program, the park will need additional staff and money. Grants for materials, transportation, curriculum development, or staff time are available through the Parks as Classrooms Program, school districts, university programs, the National Science Foundation, or other sources, once initial groundwork has been accomplished. The park may also be able to find a graduate student, an intake developmental staff member, or an intern to do some of the research.

During the development of the educational program, the entire Long-Range Interpretive Plan will be kept in mind. Interpretive and educational program development will work closely together to remain in synchrony. For example, education staff will be involved in all media development.

In the interim, Isle Royale will borrow curricula from other parks or agencies that have similar themes and resources until Isle Royale-specific programs can be developed. In the long-term, the park will establish partnerships with other agencies or entities to develop curricula, for example with the International Wolf Center, Aquariums, or state parks. Partnerships between Isle Royale National Park and educational institutions will continue and enhance providing to Isle Royale teacher training, field ecology, and other educational opportunities.

The existing traveling trunks are loosely connected with some of the primary park themes. The trunks will be revised to support park themes, and additional trunks will be developed to target specific themes directly.

Staffing

To fully implement the proposals in this plan - and meet the National Park Service objectives of providing for visitor enjoyment and the long-term protection of resources - the staff dedicated to interpretation and education will need to increase. The most important position to create would be a full time outreach and education specialist position. This position will initiate an outreach program that could extend into the local community, but even more importantly, reach into population centers in lower Michigan, Wisconsin, and Minnesota. The thrust of the outreach would be to heighten understanding of park themes, not to increase visitation to Isle Royale.

RECOMMENDATIONS

A first step will be converting at least one seasonal district interpreter position to permanent full-time. This position will offer education and outreach programs in the winter time. The other position will be made a subject-to-furlough permanent position. By making these positions permanent, the park will be able to recruit better candidates, give the positions more continuity from year-to-year, and not have to retrain individuals for this position every summer. The needs of the park as described in this plan will be best served by increasing staff in the following ways:

- Two permanent subject-to-furlough park rangers as district interpreters.
- One permanent full-time education specialist to concentrate their efforts year-round on community and regional outreach.
- Four or more temporary park rangers working winter season to provide interpretation in the Houghton (in conjunction with Keweenaw National Historical Park) and Grand Portage areas.
- An additional temporary park ranger interpreter at Windigo and two at Rock Harbor to provide a wider range of interpretive programs during the summer season if additional housing becomes available. Volunteers and interns are currently providing these services.
- Extended seasons for the District Interpreters and additional seasonals to cover more of the shoulder season visitor contacts.

The purser position on the *Ranger III* will always be an employee with broad interpretive background and skills.

Staffing will be provided at the transportation departure points to answer questions, or provide programs the night before the ferry leaves. This staff could be shared with other National Park Service sites such as Grand Portage NM and Keweenaw NHS.

The park will continue to utilize volunteers to provide interpretation on the island and at the Houghton visitor center. If Isle Royale and Keweenaw National Historical Park develop a combined visitor center at the Ripley Smelter Site, and Keweenaw National Historical Park takes the lead in staffing and operation of this facility, it may free up Isle Royale staff. This staff could work on unfunded operations, such as education on the mainland in the winter and better island operations in the summer.

Training

Training for park interpreters will need to expand. All interpreters will be encouraged to pass the servicewide competencies for interpretation. The primary interpretive themes will need to be worked into seasonal interpretive training, and will be a part of all staff training in all divisions.

Isle Royale interpreters will have opportunities for work details at Grand Portage or Keweenaw, and vice-versa so that employees can speak authoritatively about neighboring parks.

Mandatory training and orientation for lodge and concession employees will be provided.

Leave-No-Trace training will be available for interpretive and non-interpretive employees and will be incorporated into seasonal training. It will also be available for lodge, concession, and National Park Service employees. General training and orientation will also be provided for lodge and concession employees, and interpretive training provided to those that give interpretive programs (i.e., *MV Sandy*).

SUMMARY OF RECOMMENDATIONS

Audiences → Themes ↓	Boaters	Backpackers and Paddlers	Day Visitors	Lodge guests	School and Organized Groups	Virtual Visitors	Scuba Divers	Local Residents
1. Isle Royale's isolation and habitat protects and maintains the biological diversity of the Lake Superior fishery, which provides a native gene pool for the lake's restoration.	<ul style="list-style-type: none"> Edisen fishery wayside and demonstrations Bulletin boards on docks Washington / Barnum Islands waysides Site bulletin Native fish poster Interpretive programs Waysides at departure points Fishing and sporting shows Binder at VCs 	<ul style="list-style-type: none"> Houghton VC exhibits Edisen fishery wayside and demonstrations Bulletin boards on docks Washington / Barnum Islands waysides Native fish poster Presentations at Rock Harbor and Windigo Binder on ferry services 	<ul style="list-style-type: none"> Houghton VC exhibits Bulletin boards on docks and departure points Native fish poster Binder on ferry services 	<ul style="list-style-type: none"> Edisen fishery wayside and demonstrations Bulletin boards on docks Washington / Barnum Islands waysides Native fish poster Binder on ferry services Info on restaurant places Info packets in lodge rooms 	<ul style="list-style-type: none"> Houghton multi-media kiosk Houghton exhibits Edisen fishery wayside and demonstrations Bulletin boards on docks Washington / Barnum Islands waysides Native fish poster Fishermen of ISRO video Fishery traveling trunk 	<ul style="list-style-type: none"> Web site Houghton exhibits Houghton multi-media kiosk Fishermen of ISRO video Site bulletin 	<ul style="list-style-type: none"> Bulletin boards on docks Native fish poster Laminated ID sheets Binders on charter boats 	<ul style="list-style-type: none"> Houghton VC exhibits Native fish poster Houghton TIS Radio/TV show
2. Wolves' chance colonization of this protected area allowed scientists to better understand wolves' relationship to their prey, humans, and the ecosystem, turning public opinion about this misunderstood predator.	<ul style="list-style-type: none"> Windigo VC exhibits Interpretive programs Site bulletins 	<ul style="list-style-type: none"> Windigo VC exhibits Binder on ferry services Site bulletin Existing publications Presentations at Rock Harbor and Windigo 	<ul style="list-style-type: none"> Windigo VC exhibits Bulletin boards at departure points Binder on ferry services Site bulletin Windigo Whispers talks 	<ul style="list-style-type: none"> Interpretive programs Binders on ferry services Info on restaurant places Info packets in lodge rooms Site bulletin 	<ul style="list-style-type: none"> Houghton multi-media kiosk Houghton exhibits Windigo VC exhibits On-site programs Wolf traveling trunk 	<ul style="list-style-type: none"> Web site Houghton exhibits Houghton multi-media kiosk Site bulletin 	<ul style="list-style-type: none"> Binders on charter boats 	<ul style="list-style-type: none"> Houghton VC exhibits Houghton TIS Radio/TV show Local programs Newspaper articles
3. Isle Royale's physical isolation and primitive wilderness challenged hu-	<ul style="list-style-type: none"> Malone Bay exhibits Amygdaloid exhibits Windigo VC 	<ul style="list-style-type: none"> Rock Harbor Lodge exhibits Malone Bay exhibits Amygdaloid 	<ul style="list-style-type: none"> Windigo VC exhibits Nature walks at Windigo and Rock 	<ul style="list-style-type: none"> Rock Harbor Lodge exhibits Cultural sites guide Binders on 	<ul style="list-style-type: none"> Houghton multi-media kiosk Houghton exhibits 	<ul style="list-style-type: none"> Web site Houghton exhibits Houghton multi-media 	<ul style="list-style-type: none"> Waterproof info on shipwrecks and geology 	<ul style="list-style-type: none"> Houghton VC exhibits Houghton TIS Radio/TV

man use for centuries; Ironically, changing human values have converted isolation and wilderness into the island's main attraction.	<ul style="list-style-type: none"> exhibits Cultural sites guide Interpretive programs 	<ul style="list-style-type: none"> exhibits Windigo VC exhibits Cultural sites guide Presentations at Rock Harbor and Windigo 	<ul style="list-style-type: none"> Harbor Binder on ferry services Windigo Whispers talks 	<ul style="list-style-type: none"> ferry services Info on restaurant place-mats Info packets in lodge rooms Site bulletin 	<ul style="list-style-type: none"> Windigo VC exhibits Cultural sites guide On-site living history programs Cultural traveling trunk 	<ul style="list-style-type: none"> kiosk 	<ul style="list-style-type: none"> Binders on charter boats 	<ul style="list-style-type: none"> show Evening programs
4. Isle Royale is a large island with unique geological features dominated by powerful Lake Superior; Its relatively simple ecosystem is a living laboratory providing insight into evolution, relationships between species, and biodiversity.	<ul style="list-style-type: none"> Raspberry Island way-sides Windigo nature trail Interpretive programs Site bulletin IRNHA publication 	<ul style="list-style-type: none"> Ranger III Raspberry Island way-sides Windigo nature trail Presentations at Rock Harbor and Windigo IRNHA publications Site bulletin 	<ul style="list-style-type: none"> Raspberry Island way-sides Windigo Nature walks at Rock Harbor and Windigo Binder on ferry services Windigo Whispers talks 	<ul style="list-style-type: none"> Ranger III Raspberry Island way-sides Passage Island and Lookout Louise walks Binders on ferry services Info on restaurant place-mats Info packets in lodge rooms Site bulletin 	<ul style="list-style-type: none"> Ranger III Houghton multi-media kiosk Houghton exhibits Raspberry Island way-sides Windigo nature trail Island biogeography traveling trunk 	<ul style="list-style-type: none"> Web site Houghton exhibits Houghton multi-media kiosk IRNHA publications 	<ul style="list-style-type: none"> IRNHA publication Binders on charter boats 	<ul style="list-style-type: none"> Houghton VC exhibits Houghton TIS Radio/TV show Evening programs
5. Because overt impacts from centuries of use have been curtailed, Isle Royale serves as a benchmark for worldwide indirect human impacts such as air pollution, global change, and exotic species.	<ul style="list-style-type: none"> Edison fishery programs Cultural sites guide Scoville Point trail Interpretive programs Bulletin boards Site bulletin IRNHA publication 	<ul style="list-style-type: none"> Edison fishery programs Cultural sites guide Scoville Point trail Binder on ferry services Presentations at Rock Harbor and Windigo 	<ul style="list-style-type: none"> Nature walks at Windigo Rock Harbor Binder on ferry services Windigo Whispers talks 	<ul style="list-style-type: none"> Edison fishery programs Cultural sites guide Scoville Point trail Minong Mine walks Binders on ferry services Info on restaurant place-mats Info packets in lodge rooms Site bulletin 	<ul style="list-style-type: none"> Houghton multi-media kiosk Houghton exhibits Scoville Point trail Student studies of impacted areas Traveling trunk on human impacts 	<ul style="list-style-type: none"> Web site Houghton exhibits Houghton multi-media kiosk 	<ul style="list-style-type: none"> Binders on charter boats 	<ul style="list-style-type: none"> Houghton VC exhibits Houghton TIS Radio/TV show Evening programs
6. Isle Royale is one of 380 National Park units and part of the National Wilderness Preservation System, which together	<ul style="list-style-type: none"> Waysides at departure points Bulletin boards at marinas Island TIS Wayside at 	<ul style="list-style-type: none"> Waysides at departure points Wayside at Windigo VC New film Binder on ferry services 	<ul style="list-style-type: none"> Waysides at departure points Tobin Harbor wayside Wayside at Windigo VC New film 	<ul style="list-style-type: none"> Waysides at departure points Tobin Harbor wayside New film Binders on ferry services 	<ul style="list-style-type: none"> Houghton multi-media kiosk Waysides at departure points Houghton exhibits 	<ul style="list-style-type: none"> Web site Houghton exhibits Houghton multi-media kiosk New film 	<ul style="list-style-type: none"> New film Binders on charter boats 	<ul style="list-style-type: none"> Houghton exhibits New film Houghton TIS Radio/TV show

protect and provide enjoyment of this nation's natural, cultural, and wilderness resources.	Windigo VC New film	Presentations at Rock Harbor and Windigo	Nature walks at Windigo and Rock Harbor Binder on ferry services Windigo Whispers talks	Info on restaurant place-mats Info packets in lodge rooms Site bulletin	Wayside at Windigo VC New film Onsite program		
Trip planning	Greenstone Web site	Greenstone Web site Guidebooks	Greenstone Web site Guidebooks	Greenstone Web site Guidebooks	Group trip planning packet	Greenstone Scuba site bulletin Web site Guidebooks	Multimedia kiosk Web site Guidebooks Radio/TV show
Safety	Topo maps and Lake Charts Island TIS Backcountry orientation / video Guidebooks Restroom messages Back of permits Bulletin boards at marinas Grand Marais Ranger District	Greenstone Binders on ferry services Backcountry orientation / video Guidebooks Restroom messages Back of permits	Greenstone Binders on ferry services Guidebooks Restroom messages	Greenstone Binders on ferry services, Rock Harbor lodge Guidebooks Restroom messages Binders on ferry services Info on restaurant place-mats Info packets in lodge rooms Site bulletin Informal Interp at VC	Group trip planning packet Restroom messages Back of permits Backcountry orientation / video	Greenstone Web site Guidebooks IRNHA publications Greenstone Web site Guidebooks IRNHA publications	Multimedia kiosk Web site Guidebooks Radio/TV show
LNT	Island TIS Backcountry orientation Guidebooks Restroom messages Back of permits ISRO LNT booklet Bulletin boards at marinas	Binders on ferry services Backcountry orientation / video Guidebooks Trails Illustrated map Restroom messages Back of permits ISRO LNT booklet	Binders on ferry services Guidebooks Restroom messages	Binders on ferry services, Rock Harbor lodge Guidebooks Restroom messages Binders on ferry services Info on restaurant place-mats Info packets in lodge rooms Site bulletin Informal Interp in VC	Group trip planning packet Restroom messages Back of permits Backcountry orientation / video ISRO LNT booklet	Binders in dive shops, charter boats Scuba site bulletin	Multimedia kiosk Web site Guidebooks Radio/TV show

IMPLEMENTATION PLAN/PRIORITIES

This list represents the priorities as expressed by members of the planning team. The number in parenthesis indicates the number of votes that action received.

1. Expand/Improve Rock Harbor VC (9)
2. Hire outreach and education specialist and focus on developing program (8)
Expand and redesign Houghton VC (8)
3. Improve Windigo VC (6)
Develop waysides at Copper Harbor, Grand Portage, Houghton (6)
Develop trip-planning notebooks on ferries (6)
4. Improve website (2)
Develop partnerships to interpret Isle Royale (2)
Develop a film about Isle Royale (2)
Promote minimum impact fishing (2)
5. Develop better signs to Houghton VC (1)
Present evening programs the night before the ferry leaves (1)
Put a staff or volunteer at ferry departure points (1)
Develop exhibit plan for Rock Harbor Lodge and Ranger III (1)
Develop a publication on cultural resources of the island (1)
Increase the number of roves (1)
Develop a park-specific Leave No Trace booklet (1)
Improve trip planning for groups (1)
Stronger emphasis on natural history and wilderness preservation interpretation (1)

PARTNERSHIPS

The ultimate outcome of planning for national parks is an agreement among the National Park Service, its partners, and the public on why each area is part of the National Park System, what visitor experiences should exist there, and how those conditions can best be achieved.

Implementation of elements of this interpretive plan depends on the continuation and expansion of existing partnerships and the development of new ones. Some of these cooperative efforts have been proposed in other sections of the plan but will be summarized here.

While all partnerships are important, the partnership between Isle Royale and the transportation services is key to providing

quality orientation and information to park visitors.

The partnership with IRNHA is important for the development of educational materials about the park, initiating education and outreach programs, and development of field seminars on the island related to the park themes.

Continuing partnerships with area universities such as Michigan Technological University and Northern Michigan University will be important for the development of interns, research projects, and teaching case studies. For example, MTU's new teacher's program could develop curricula on Isle Royale, and conduct a field class where they train teachers to use it. A research and education partnership with MTU is poised for an influx of funds. Partnerships with the educational community will be important in the development of an education and outreach program, and in the potential development of a research or education center on Washington/Barnum Island. Isle Royale may also partner with Michigan Department of Natural Resources (state parks) and Minnesota state parks to provide education programs or interpretive programs. Through these partnerships with non-National Park Service entities, it is likely that more multiple points of view will be shared, potentially resulting in a more dynamic and compelling message.

Partnering with other local attractions and research facilities that share common themes can be important for increasing awareness of Isle Royale's themes. For example, partnerships could be developed or enhanced with the International Wolf Center in Ely, Minnesota, the proposed Marine Reserve in Canada, or the Great Lakes Aquarium in Duluth, Minnesota for exhibit planning, giving programs, and educational programs. The park can partner with the Michigan Council for Humanities for storytelling, cultural demonstrations, historic music programs, or work through the Lake Superior Area Managers to develop collective activities for events such as Lake Superior Day.

The park can partner with other National Park Service sites as well. Isle Royale National Park is partnering with Keweenaw National Historical Park by sharing facilities, equipment, skills, and funding. For the future, shared media and positions such as education have been discussed. This could help extend staff productivity to the benefit of both units. A common visitor center has been discussed, which would combine personnel and facilities to orient park visitors and provide other services. This could serve to facilitate visitor identification with the National Park System. In the meantime, the two entities will continue to support one another wherever reasonable and possible and to explore aspects of their missions that are common.

Partnering with Mississippi National River and Recreation Area and the Great Lakes Aquarium in Duluth, Minnesota is already underway to develop exhibits on Isle Royale for the Science Museum of Minnesota.

APPENDIX I

The Planning Team

Isle Royale National Park

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Larry Kangas, District Park Ranger (West)

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Harpers Ferry Center, NPS

Kate Hammond, Interpretive Planner

Terry Lindsay, Wayside Exhibit Planner

Ben Miller, Exhibit Planner

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Park Partners

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Mauricio Rumboll, Division of Interpretation, Administracion de Parque Nacionales

Reviewers

Tom Richter, Interpretive Planner, Midwest Region

Liz Valencia, Branch Chief, Cultural Resources, Isle Royale National Park

APPENDIX II

Accessibility

Every attempt will be made to promote full access to interpretive media and programs to ensure that people with physical and mental disabilities have access to the same information necessary for safe and meaningful visits to National Parks. This is in compliance with the National Park Service policy:

"...To provide the highest level of accessibility possible and feasible for persons with visual, hearing, mobility, and mental impairments, consistent with the obligation to conserve park resources and preserve the quality of the park experience for everyone."

NPS Special Directive 83-3, Accessibility for Disabled Persons

All interpretation will follow general standards for accessibility as described in the Harpers Ferry Center Programmatic Accessibility Guidelines for Interpretive Media.

For example, in creation of exhibits, type size, contrast lighting, and distance from the floor are some of the considerations that need to be carefully integrated. Publications should not exceed a minimum type size, to allow for easier reading by vision-impaired readers. Scripts of presentations should be available for hearing-impaired visitors. Films will have closed-captioning. The worldwide web site should remain accessible, avoiding glitzy additions that are not accessible to vision-impaired users or to people with slower or smaller hard drives. Physical facilities on the island should be accessible to a reasonable degree, including at least one trail segment for mobility impaired visitors.

APPENDIX III

References Used

"Borealis: An Isle Royale Potpourri." Houghton, Michigan: Isle Royale Natural History Association, 1992.

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